

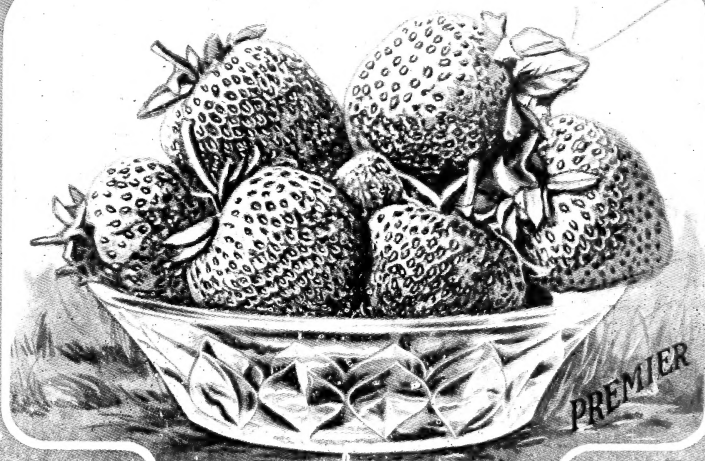
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# TOWNSEND'S 20<sup>TH</sup> CENTURY CATALOGUE



## STRAWBERRIES

*And How to Grow Them*

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E. W. Townsend & Sons  
Salisbury, Md.

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# *The Principles of This Business*

Are The Same Yesterday, To day and To-morrow.

**W**E are trying to conduct this business along absolutely fair lines, for two reasons: First---Because we believe in the principle of fairness. Second---Because it pays in dollars and cents. In the beginning we discovered that we must have the confidence of our customers or the business would not succeed. There was no way of meeting all of our customers face to face, of establishing confidence by personal contact, so the simple plan was adopted of gaining confidence by conducting our business so fairly that confidence would come to us by our acts. It was a fortunate policy, and we have stood by it for more than twenty-one years.

That we do hold the full confidence of our customers will be seen by the amount of unsolicited testimonials which we are reproducing from all sections of the country. These facts speak louder than any thing we could say.

We are but human, we have made mistakes. It would be impossible to run any business as large as this without making mistakes; but we have never made an error that we were not willing to correct. We again thank our customers who have stood by us from the very small beginning, and who have recommended us to their friends. To these we attribute a good share of our success.

## **More Than 500 Acres of Strawberry Plants**

The Season 1922 has been exceptional good for plant growth and we have not only increased our acreage, but we have grown a large crop of plants per acre. This all means good news to Townsends' customers, as it means lower prices.

Eighty-five per cent of our present crop of plants are grown on light new sandy soil, which means long bright fibrous roots; the kind that please.

Every plant was fully selected for productiveness, before being set in the Propagating beds. And again when the plants are dug to fill your order they will be selected and nothing but strong, healthy, vigorous plants packed for shipment.

With our record-breaking crop of plants, and plenty of labor at hand, we expect to be able to fill all orders intrusted to our care this season.

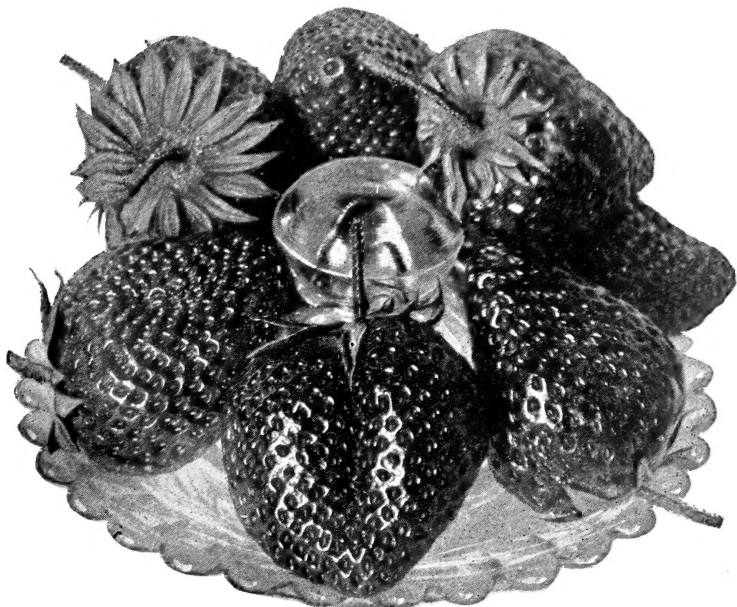
Again Strawberties have led all other crops as a money maker. And again we make the prediction---that strawberries will be the best paying crop for years to come.

From the thousands of letters received, and the hundreds of visits paid us, we believe that our Family of customers are prosperous and happy and we look forward for another prosperous season for us all.

Again we thank you for your cooperation.

Sincerely yours,

E. W. TOWNSEND, Pres.-Mgr.



PREMIER

## INTRODUCTION

In this, our 23rd, Annual Catalogue, we are offering the greatest bargains in small fruit plants that it has ever been our pleasure to offer. And I venture to say that no other catalogue published in the United States this year will carry a variety of small fruit plants equal to the stock that we are offering herein.

We could catalogue many times the number of varieties that we do. But we do not think that it would pay either us or our customers. It is the cream of the lists that we are offering only.

We are offering for the first time some of the most valuable Strawberries and Blackberries that has ever been our pleasure to grow. It is not our aim in our descriptions of varieties to over-estimate any variety, but to tell the truth as we have found them, and as they have behaved in the hands of hundreds of other experienced growers in all parts of the country..

We call your special attention to our Gold Dollar Yellow Raspberry. We believe this to be the greatest find in the History of Raspberries.

**AUS-LU DEWBERRY.**—This is supposed to be a cross between the Austin and Lucretia Dewberry; has a hardy growth similar to the well-known Austin, and has all the qualities of the Lucretia.

**DELICIOUS DEWBERRY.**—This is a new Dewberry that has been fully tried out in the Southern states, and is pronounced there to be unequalled as a shipping variety. It is hardy



FORD

enough to stand the coldest climate of the U. S. without injury. The blossoms are hardy; frost does not affect but little.

**PAN-AMERICAN DEWBERRY.**—We listed this for the first time last year. This is supposed to be one of the hardiest and most productive dewberries in existence.

With such varieties of Strawberries as Premier, Ford, Big Late, Dr. Burrill, Big Wonder, Delicious, Marvel, World's Wonder, Bushel Basket, Big Joe, Eaton, Chesapeake, etc. it is impossible for our customers to go wrong on varieties. Our Big Four Everbearing—Lucky Boy, Lucky Strike, Champion and Perfection—is certainly the cream of the Everbearing list.

We feel justly proud of the list that we are offering this year, and the extra large stock of plants that we have to offer you, and the very low prices that we are able to make on our **HIGH-GRADE PLANTS**, which are noted the country over for their **QUALITY, PRODUCTIVENESS** and **HARDINESS**. It is our aim to keep a step ahead of our nearest competitors, and we believe we have overstepped this time.

Will you let us have your order early? This will be a great help to us.

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## SHORT DESCRIPTIONS OF STANDARD VARIETIES

### AROMA

Late perfect flowering, very popular in the South and Southwest. as a late market variety. Fruit large, round and good quality, both as a shipper and for home use.



COLLINS

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### **BIG JOE (Joe Johnson)**

A mid-season to late perfect flowering variety and a great money maker in nearly all sections. Big Joe is truly a fancy berry, one of the very hardiest growers, and exceedingly prolific.

### **BUSHEL BASKET**

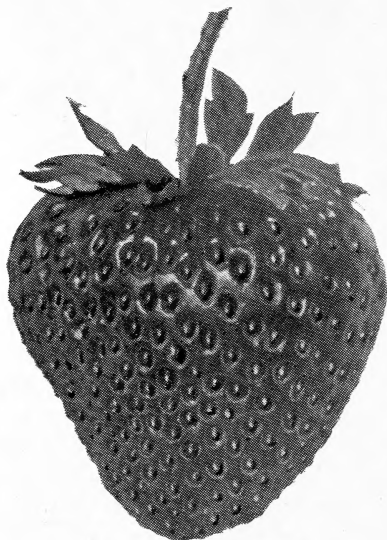
This is a new late perfect flowering variety, and especially adopted for home market and fancy trade. One of the largest plants grown; often stands twenty inches high with long fruit stems. Berries extra large and long necked, ranking in size almost with World's Wonder. Is very firm and quality the very best. Is a strong grower everywhere. We highly recommend Bushel Basket, for either matted row or hill system. Exceedingly prolific and will please you. Season late.

### **BRANDYWINE**

A late standard perfect flowering variety, size medium to large dark red to center. Moderately productive.

### **COLLINS**

A mid-season perfect flowering variety, a good strong hardy grower, fruit medium to large, color red to center, firm and of good quality, said to be a great money maker. Hails from Michigan; has been thoroughly tested in all sections, and has many good points both as a canner and commercial variety.



KELLOGGS DELICIOUS

**PREMIER, FORD and DR.  
BURRILL best he ever saw.**

January 12th, 1922.

Dear Sirs:—I am writing to say that I have never bought or grown such plants as the Premier, Ford and Dr. Burrill you sent to me. A pleased customer.

Fred Hallacker, Ohio

Kissimmee, Fla., Oct. 1922.

E. W. T. & Sons.

Gents:—I enclose herewith check for \$60.00 in payment of the 15,000 Missionary ordered by wire. The plants that we are receiving from you are certainly high class plants, and I am looking forward to great results from them.

Some plants ordered from your Neighbor not nearly so good. They came heated and we lost most of them. Very truly yours.

F. A. N.

## CHESAPEAKE

A late perfect flowering variety. With one exception Chesapeake is one of the best on the list. That is in plant growth. Chesapeake requires good, rich, springy soil to do its best. Fruit is large and good quality, very productive.

## EATON

A perfect flowering, mid-season to late variety, which from the many reports received throughout the country is destined to become the leading mid-season to late berry. We have received a very flattering report from Mr. Eaton, the originator, also Mr. Whitten, the introducer. It is claimed that the Eaton brings more money on the Chicago market than any other variety. Fruit is a beautiful dark red, firm and the very best quality. Size medium to large and very productive. In plant growth it is ideal. We have a fine lot of plants direct from the originator.

## EARLY OZARK

Perfect flowering, one of the earliest varieties of strawberries, very productive of good size dark red fruit, very firm and sour.

## EARLY JERSEY GIANT

A perfect flowering variety, very early and extra large. Fruit firm and good quality. A favorite in New Jersey and Pennsylvania.



Chaney, Md., Jan. 12th, 1922.

E. W. Townsend & Son

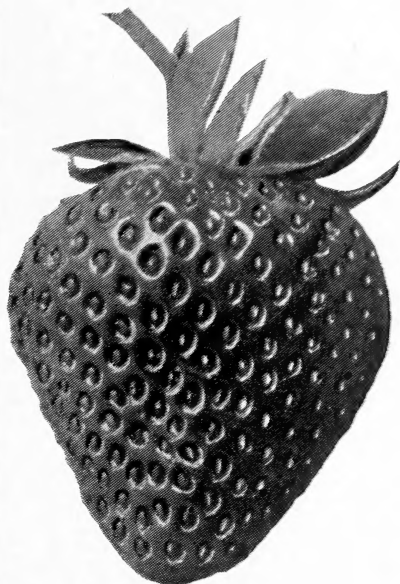
Salisbury, Md.

Gents:—The plants bought of you last Spring I hardly lost a plant; I have a patch of five acres nearly all Premier, and are beautiful. If the season is favorable expect a big crop of berries.

Wishing you a Happy and Prosperous New Year I am

Yours truly,

J. C. Chaney



KELLOGGS MARVEL

## FORD

Our leading late variety and the mate for Townsend's Big Late. See description on center page.

## GANDY (Per)

One of the oldest and best known late varieties, extra large, bright red, firm and good quality, does best on low springy soil.

## GIBSON (Per)

A mid-season to late variety, a great favorite in Michigan. Fruit large and very productive. But very poor quality.

## GLEN MARY (Per)

A mid-season to late variety, very productive and a favorite in New England States. Fruit large bright red, quality fair. Not adapted for the South.

## HOWARD 17

Same as PREMIER.

## HAVERLAND

Imperfect flowering variety. Mid-season to late. Haverland is well known throughout the New England States, also the Middle Atlantic and is a fine market variety, very productive, quality very poor.



BUSHEL BASHET

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### **KELLOGG PRIZE**

Imperfect flower. Season very late. A good commercial variety, and exceedingly productive of large size berries.

### **KELLOGG'S BIG WONDER**

Perfect flower. A mid-season to late. Plants grow very strong and vigorous with extra long heavy root system which makes it a great drouth resister. Berries large, dark glossy red and highly flavored. Produces abundantly, and the berries are well protected by the foliage. We received our stock plants direct from the introducer.

### **KELLOGG'S DELICIOUS**

Perfect flowering. A mid-season variety that is said to possess great merits. The name itself speaks great things for this variety. Delicious in quality. Is said to be wonderfully productive. While this is practically a new berry on the market, being introduced by the Kellogg Co. in 1922, it has been widely tested before putting it on the market, and has made a great showing. It is enormously productive, and the berries are as large at the last picking as the first, which speaks very well for any variety. Color dark red to center and very large. We recommend it for trial, as it has certainly shown up fine on our own grounds.



TAKE NO CHANCES—TOWNSEND'S MISSIONARY  
ALWAYS RELIABLE

### KELLOGG'S MARVEL

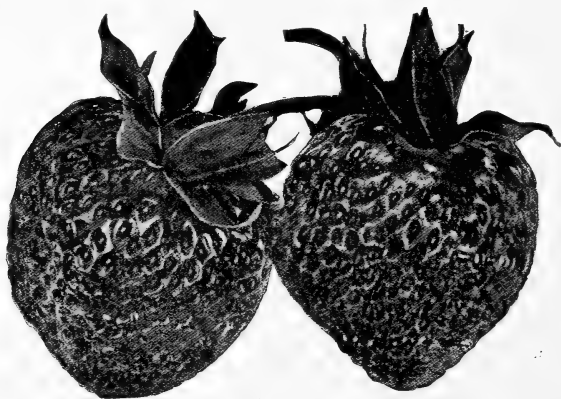
Perfect flowering. A very late berry, which comes to us very highly recommended and extensively advertised. Size extra large, color bright blood red, fruit firm and exceedingly productive. Is said to be a more perfect berry than the Gandy, and three times as productive on ordinary soil. Plant growth is ideal. The originator claims that it is a cross between the Sen. Dunlap and warfield. The plant resembles the Sen. Dunlap very much, only it is a much larger and stronger plant. Is said to be more productive than Dunlap. We received our stock direct from the introducers, and feel sure that you will make no mistake in planting heavy of this variety.

### KLONDYKE (Per)

Klondyke is too well known to need description. It is probably the best known market berry from the South with one exception, the Missionary. Ninety per cent of the berries grown in the South and Southwest are Klondyke and Missionary. They are the leading market varieties of the South. We have grown several millions of the Pure Thoroughbred Klondyke plants this season on our new ground soil, and can please any one wanting this variety both in quality and price, and welcome your orders.

### LADY CORNEILIE (Per)

An early variety from the South, and popular in that section. Fruit medium size, firm and good quality.



BIG JOE—(Joe Johnson)

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### LUPTON (Per)

This is one of the leading late varieties to date; has made good wherever planted. Is a strong, hardy grower; fruit large, bright blood red to the center, and firm enough to ship across the continent. Very productive, and always brings top price on the market. Originated in New Jersey and is popular in that section, in fact is the leading late berry there with the largest commercial growers. We have a fine stock of plants.

### MASCOT (Per)

One of the very latest berries, fruit large and firm; a strong hardy grower.

### MISSIONARY (Per)

Missionary heads the list of all early Southern varieties. For the past five years we have not been able to grow enough Missionary plants to fill our orders. We have had to go out and buy Missionary plants every year. This time we think that we have a supply that will fill every order. We have more than 100 acres in Missionary set on new light soil. Every acre is well set and absolutely true to name and of the highest fruiting power. Our Missionary are set on new soil that is such that we can dig any time during the winter months when the ground is not frozen. And we are better prepared than ever before to take care of our winter orders. Townsend's strain of Missionary is known the country over. While Missionary is supposed to be a Southern variety, many of our Northern friends have been growing Missionary for several years with equally as good success. Missionary was introduced by us to the Florida growers in 1906, and is known as Townsend's Missionary. Send your orders to the Missionary Specialist. We try to get them just a little better every year, and to keep them strictly true to name. Missionary is to the South what Premier is to the North. The best money maker of them all.



LUPTON

### MYERS NO. 1 (Imperfect)

This is a mid-season to late variety, very productive. Size of fruit medium to very large, quality ordinary. Is one of the very best for the beginner, as it is easy to grow on all soils and under ordinary care will produce a big crop. This variety holds a record of producing 18,000 quarts per acre on a five-acre plot. Color a bright red with a handsome green calx. Is a free plant maker, and a good seller.

### DR. BURRILL

Dr. Burrill has most of the desirable qualities that go to make an ideal berry. Strong vigorous plants, long heavy roots, which always build up a healthy mother plant. Is a heavy producer of strictly high class berries that average in size from large to extra large. We recommend Dr Burrill anywhere for home garden use and our second choice for commercial use in all sections North of the Mason-Dixon line.

## SEN. DUNLAP (Per)

We do not recommend this variety for the South, but elsewhere it is a great money-maker and a good all purpose variety. Easy to grow, just the thing for the beginner. Will grow a full bed of plants on very poor soil and with very little manure. Is considered one of the very best for home use and canning.

Exceedingly productive, plants small, but have long roots, that make it a sure cropper and great drouth resister. We have a wonderful productive strain of Dunlaps that never fail to please. And our prices are very low considering the quality of our plants.



DUNLAP

## PRESIDENT HARDING (Perfect Flowering)

President Harding was introduced by us in 1921 after being grown and tested on our farms for several years. We sent it out with a very mild description. So like its namesake it did not come before the public in a boastful way, preferring to work its way to the top on its own merits. From the reports received after fruiting season we feel sure it has made the proper hit, and we expect a great sale of these plants the coming season. We describe it as follows: A perfect flowering medium to late, extra strong hardy plant maker, large foliage, with very dark leathery appearance. Fruit stems very long and erect, holding the fruit well off the ground. Extra long roots which makes it a great drouth resister. Size of fruit extra large throughout the season. Extra quality. Color dark red to the center. **DON'T FAIL TO TRY A FEW PLANTS.**

### A Letter From Geo. Winthrop, State of Maine

Gents: Spring 1921 I bought a number of new varieties from you. One of them was the Pres. Harding. Allow me to say this variety tops the list of them all on my grounds. I have a local market and this variety just fills my bill. Want 2500 more plants next spring. Book my order now.

## SAMPLE (Imperfect)

This is an old standard late variety that has given general satisfaction for many years in the Northern half of the country. Size very large, bright red color, slightly pointed, very productive and quality ordinary.



A Crate of **PRESIDENT HARDING**, Our Late Berry. One of the largest and most productive commercial varieties we have ever tested. Fruit extra firm and good quality. Color dark red to the center, a strong plant grower and a winner in every way.

### **TOWNSEND'S BIG LATE (Imp)**

See description of Big Late on page 20. This is the mate for the **FORD**. A pair of the best money makers on the list. Universal varieties recommended everywhere that late varieties are wanted. Almost entirely frost-proof. Have never missed a crop. Don't get mixed up with other Big Lates and **FORDS**. There are at least three varieties being catalogued as Big Late. That is not **Townsend's Big Late**. There is also a variety by the name of **Ford** that has no resemblance of the **Ford** which was introduced by us, and which has made such a record in nearly every state.

**REMEMBER TOWNSEND'S BIG THREE: PREMIER, FORD and BIG LATE.**

Mr. John Caffer, Ocean County, N. J., writes us this year: "Your Big Three has proved winners here. I don't know which variety is best. I shall continue to grow all three. You can expect lots of orders from here next spring."

### **WORLD'S WONDER (Per)**

For six years we have been offering **World's Wonder**. It has held the record for size. We offered \$10 in gold to anyone who would send us a plant that would produce as large berries as the **World's Wonder**. We have never had to pay. We have letters on file from our customers stating that they had grown berries that measured in circumference from six to seven and a half inches. The fruit is very firm and good quality for so large a berry. is a fine strong plant maker, and we recommend it for home use or nearby market where extra large berries are in demand. Too large for a shipping variety. We have tried to grow enough plants this year to supply our trade. Advise placing orders early.

### WM. BELT (Per)

This is an old-time quality berry, and still a favorite in a great many sections of the country. Season late, moderately productive, of large size and extra fine eating quality. Especially recommended for home use or local market.

### TENNESSEE PROLIFIC (Per)

This is an old-time variety that was one of our leaders fifteen years ago. For several years we discarded it as the sales dropped off. But lately we received so many inquiries for Tennessee Prolific that we have again added it to our list in a small way. Tennessee Prolific begins to ripen second early, is a large extra fancy berry, flavor very mild and sweet. Is a hardy grower on light soil and especially suited as a home use variety or local market.

### HORSEY (Per.)

We fruited Horsey on our own grounds for the first time last season, and were very much pleased with its behavior.

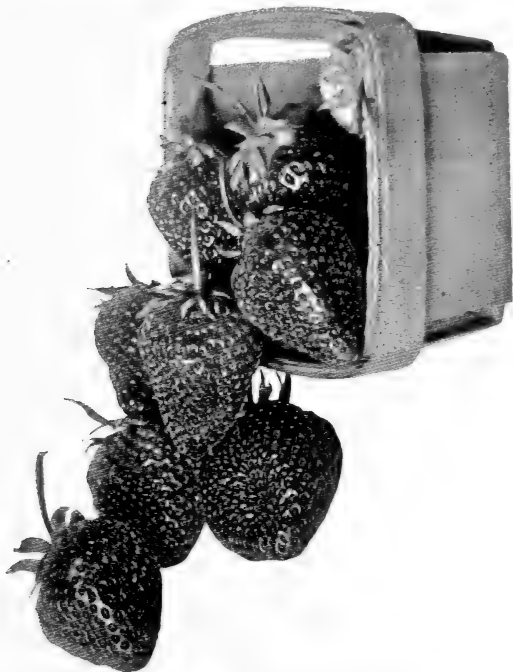
Season one of the earliest, size of fruit medium to large; color rich dark red to the center; quality extra good, and very firm. I consider Horsey second to Premier as an extra early Productive variety. Is extremely hardy, and almost frost proof. We are recommending Horsey to all commercial growers who want an extra early, prolific, dark red berry.

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A Townsend Strawberry Garden





CHAMPION—Everbearing.

## TOWNSEND'S EVERBEARING STRAWBERRIES

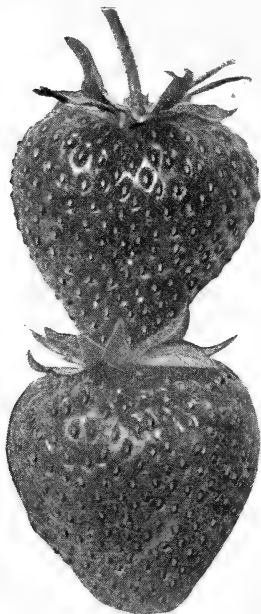
Everbearing Strawberries are without an exception the most profitable as well as the most pleasing crop that can be grown in the garden. There is no other crop of fruit that can be had in so short a time.

Hundreds of letters are received by us every year stating that our Everbearing Strawberries are all and even more than we claim for them.

A Townsend Strawberry Garden is one of the most pleasing and profitable crops grown. Thousands of children have been made happy and healthy by the growing of a small Townsend Strawberry Garden. Besides the pleasure for the home and the usefulness in having fresh strawberries for several months for the home table many families are making more money growing Everbearing Strawberries than they can make from any other source.

Only a few days ago one of our customers wrote in that they were selling more than a hundred dollars' worth of berries each week from less than half an acre of berries. That the sales then were over \$600.00. This was September 5th, with two more months in which to harvest the fruit.

If anyone receives this book and has not had experience in growing Everbearing Strawberries just write us, giving the space that you can spare for this crop and we will gladly tell you the



LUCKY BOY

**Everything Came in Fine Shape**

Danbury, Conn., May 5th, 1922.

Gents:—Wish to thank you for the prompt delivery of my order. Everything came in fine shape.

(Signed) D. A. E.

Kennett Square, N.Y., May 6, 1922.

Gents:—Plants arrived in fine condition and are growing fine. Thank you for your good count and a square deal. Yours for success.

Mr. A. R.

Guilford, Conn., May 9th, 1922.

Gentlemen:—The plants bought of you last year are certainly fine plants and are doing great work this Spring. Progressive are solid, full of fruit and blossoms. I never saw such a sight before. Premier, Big Joe, World's Wonder and Big Late are all fine. With very best wishes I am

Yours very truly,

Ralph B. Hill.

Please note on page----Mr. Hill's garden, which speaks for itself.

**In Perfect Condition**

Meriden, Conn., April 17th, 1922.

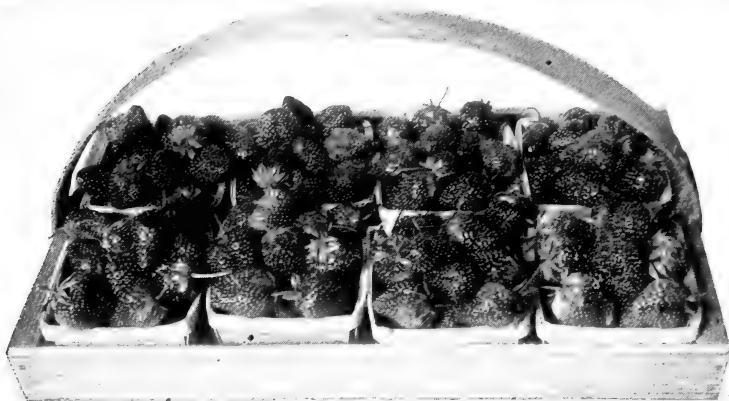
Gents:—The plants you sent to me were received in perfect condition.

(Signed) Mrs. J. Mc.

amount of plants required and the small cost, and pick the best varieties for you and tell you just how to make a success from the start. It so simple that any ten-year-old boy or girl can care for them. **NOT WORK, BUT PLEASURE, IN GROWING EVER-BEARING STRAWBERRIES. YOU DO NOT HAVE TO WAIT A YEAR. ONLY A FEW WEEKS FROM THE TIME PLANTS ARE SET AND THEY BEGIN TO WORK FOR YOU.**

**CHAMPION (Everbearing Strawberry)**

The Champion is a perfect flowering variety of the Progressive type. As tested on our soil by the side of the Progressive yields at least twice as much fruit as the Progressive. Fruit nearly twice as large and quality about the same as Progressive in every way except in size. We have reports from many sections of the country on this variety which would indicate that Champion will take the lead over Progressive. We find it a particular hardy grower and feel safe in recommending it anywhere in the South as well as the North wherever the Progressive can be grown. The extra size of fruit and the extra productiveness will surely make it a favorite. We received our plants direct from the Originator, Mr. Lubke, of Michigan, and have succeeded in growing a fair crop of plants which we hartily recommend to our customers, especially for home garden.



PERFECTION—(Everbearing)

### **PERFECTION (Everbearing Strawberry)**

This is the first time that we have catalogued the Perfection. This is the variety that the Kellogg Co. claims to have paid \$1,000 for as their offer for the best variety of the Everbearing Strawberries. The Perfection has made a fine showing on our grounds this season. Is a beauty in every way, both in plant growth and in fruit. Owing to the very high price that has been asked for the plants it has not yet been widely introduced, but we have a fine stock of Perfection plants and are making very low prices for a new variety with such merits and ask that our customers give it a trial.

### **LUCKY STRIKE (Everbearing Strawberries)**

This is one of the best Everbearing Strawberries for the Northern States. Is especially adapted to hill culture. Does not fruit on new set plants as the Progressive or Champion will do. But when grown in hills will often produce more than two quarts of the finest quality and extra large berries in a single season. We have never been able to fill the demand for Lucky Strike plants, so kindly get your order in early this season. We have a particularly fine stock at lower prices.

### **LUCKY BOY (Everbearing Strawberries)**

Lucky Boy still holds the record as the Biggest, Sweetest and most Productive of the Everbearing family. This claim has been made hundreds of times from gardeners in all sections of the country. It is especially adapted to the Northern part of the United States, and for best results should be grown in the hill system. We have picked a piling quart from a single plant at one time. One peculiarity about the Lucky Boy is that there are bound to be some barren plants during the summer. This has proven to be the case with the Superb, and in fact with most of the Everbearing varieties. Just why this is so we have never been able to explain. As a Spring cropper Lucky Boy can not be surpassed in any way, shape or form. We have planted largely of Lucky Boy this season and hope to be able to supply our customers.

## PROGRESSIVE (Everbearing Strawberries)

Progressive was the first real Everbearing Strawberry and is probably as well known as any variety of strawberries. It has served a good purpose. It has filled the long gap between seasons. Has made many a heart glad and many a mouth water. About the only complaint with Progressive has been with the size. This has been completely overcome when the hill system was used. Progressive should never be allowed to make but a narrow bed of plants. It is a universal variety and has succeeded in producing great crops in the South when all other varieties failed. Is one of the sure Spring crops for early berries. We have several million fine, hardy, true-to-name plants at a very low price.

## SUPERB (Everbearing Strawberries)

This was considered the largest of the Everbearing Strawberries until we introduced the Lucky Boy. In some sections it is a great favorite, others a failure. We can not recommend it for the Southern States as an ever bearer. We have a very fine stock of Superb plants.

## NEVER FAIL (Everbearing Strawberries)

Never Fail is of the Superp type, although it is not a Cooper introduction, but it has the Superb blood. It is a strictly fancy berry, large size and good quality and a very hardy grower. Not recommended for the Southern States as an everbearer.



A field of Premier, Ford and Townsends' Big Late, as grown by Geo. Dutton, of White Pine County, N. H. Mr. Dutton states that this field of plants produced more quarts per acre than any varieties ever grown in his section. More than 17,000 quarts from less than one acre, season 1922.

## WHAT OUR CUSTOMERS SAY ABOUT TOWNSEND'S PLANTS AND TOWNSEND'S SERVICE

### Fine Plants and Good Count

Laurens, N. Y., April 14th, 1922.

Gents:—Strawberry plants received on the 8th, and were in lovely condition. They were certainly fine plants. I thank you for your prompt service and fine plants. A pleased customer.

Mrs. A. M.

### Fine Plants and Fine Count

Powfret Center, Conn., April 19, 1922.

Gents:—Just received the strawberry plants. They came in fine condition—as fresh as if they had just been dug and a generous count. I am very much pleased with them. I thank you for the fine service and generous count. Sincerely,

J. W. A.

### Townsend's Plants 75 Per Cent Better than Michigan plants

Clifton Springs, N. Y., April 22, 1922.

Gentlemen:—I want to say that I have been buying strawberry plants for 18 years and this is the first square deal I have ever got. Sorry I did not know of you people sooner. Your plants are 75 per cent better than any plants I ever got from Michigan. In fact they are all better—there is no comparison. Don't fail to send Catalogue every year and you will surely get my orders.

(Signed) E. H.

### Told His Neighbors

Newtonville, N. J. April 20, 1922.

Gents:—I received the plants you sent me in fine shape. Have 99 per cent stand and they are growing nice. You have received several orders from my neighbors who I have recommended you to.

(Signed) W. R. C.

Pittsford, Vt., April 21, 1922.

Dear Sirs:—Plants arrived yesterday in good condition. Thanks for fine plants and prompt attention.

(Signed) W. T. D.

### Good Plants and Good Count

Ravena, N. Y., April 20th, 1922.

Gents: Have just received the last lot of plants. I want to thank you for your prompt attention, fine plants and generous count.

(Signed) Mrs. G. B. G.

### SURE—A Square-Deal Nursery

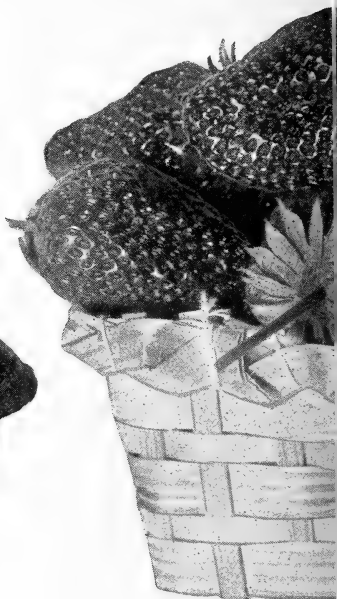
West Chester, Pa., April 17, 1922.

Gents:—Just received the 75 plants that I was short on my order. They are also extra fine plants. I thank you very much for giving me this attention, and must say that you are a square-deal nursery. Thanking you again.

L. H. J.



Townsend's Everbearing Plants growing in the field of Oscar White in Northern Minnesota. Mr. White writes us that our plants are more hardy and more productive than any Northern grown plants.



**BIG LATE**

## THE BIG THREE

### **PREMIER (Per.)**

Premier is truly a prize-winner, and the BIGGEST money maker on the list. This is without any exception the best extra early variety ever originated. The plants grow large and are wonderfully productive. The berries are big, glossy beauties, the largest and most beautiful of all extra early strawberries. They are ideal for every use that a strawberry may be used for—canning, preserving—excellent for all home purposes, and most splendid shippers. We have grown acres of them on our own farms that have produced more than 10,000 quarts per acre, and have received many reports from our customers that they had picked from 12,000 to 15,000 quarts per acre.

Premier has never failed to net us more than \$1,000 per acre and as high as \$3,000 in 1920. Its heavy production of high quality berries makes Premier unusually profitable. It is now the favorite extra early strawberry in every section of the country with the possible exception of the extreme South. We have the largest stock of Premier plants this season that we have ever grown, and prices are much lower. Every one who has a rod of ground should set some Premiers this Spring. (Premier and Howard 17 are one and the same.)

**NOTE**—Premier is particularly hardy in bloom, and is seldom affected by late frost.



MIER



FORD

## MONEY-MAKERS

### FORD (Per)

Ford is a mid-season to very late, and as near an universal variety as it is possible to get. We have shipped Ford plants all over this country from Florida to Maine, and we have our first complaint yet to hear in the eight years since we introduced it.

Practically all State and Agricultural Colleges have tested the Ford and have given the very highest recommendations. Ford is one of the hardiest plants on our list, and easy to grow in all soils and climate. Like Premier is as near frost-proof as it is possible to get, and will produce a bumper crop of extra large, high quality berries when most varieties fail. We received hundreds of wires and letters from our customers here in the East after the big freeze and frosts, for four nights in succession, during the blooming season 1922, that their Ford had come thru in fine shape and that they would have a good crop of fruit. In selecting varieties, the hardiness in bloom have been overlooked entirely too much in the past and we urge our customers to read carefully our descriptions on this point.

In appearance after the fruit is picked it is almost impossible to distinguish Ford from the Premier, both in color and shape; quality in taste and firmness are the same. About the only difference is in plant growth, and the difference in the time of ripening, Premier being about ten days earlier than Ford







BIG LATE



PREMIER



FORD

## THE BIG THREE MONEY-MAKERS

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BIG LATE

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### TOWNSEND'S BIG LATE (Imp)

For more than ten years we have been advising our customers to plant heavy of Big Late. Until the introduction of the Ford, we advised Big Late and Chesapeake as our best late varieties. Now we find that Big Late and Ford please more people than any other late varieties we list. Big Late differs from all other varieties both in fruit and plants. The quality of Big Late is all its own. A finer tasted variety has not been introduced. In appearance it is king of them all. The small seed seem to be underlined with a coat of shining varnish, which makes it most pleasing to the eye as well as to the taste.

Size ranks favorable with other large late varieties, such as Chesapeake, Ford, Lupton, or Big Joe. This is the mate for the Ford. Will equal the Ford in production, when set side by side. In firmness it will ship equally as well as the best. Don't fail to set some Big Late by the side of your Ford and you will have a good pair to draw too.

---

## Townsend's Plants Bring Big Crops Throughout The Country.

## OUR SERVICE DEPARTMENT

We do not consider the deal closed when we accept your money and ship you your order of plants. We are here to guide you in giving advice and in helping you in every way possible in growing and marketing the crop. More than one-half of the time of the writer is spent in correspondence with his customers in advising them in the different problems in growing their crops and in making selections.

In this booklet we are trying to give all the advice possible as to selecting varieties, manuring, plowing, setting plants and caring for them from start to finish—in order to avoid so much unnecessary correspondence as possible during the coming very busy season. But any advice not given here will be cheerfully given for the asking.

### WE COULD GROW JUST STRAWBERRY PLANTS.

Just such plants as are grown and advertised by the average plant man. But would we grow ourselves?

We think not. We have seen the coming and the going of a great many plant growers since we started in the business.

### We would not be content to grow just Strawberry Plants.

Our one aim is to grow only the very best plants that it is possible to grow. And to make every Townsend customer a leader in his section as a successful strawberry grower.

For this reason it is to the interest of every berry grower large or small to select Townsend as his or her Nurseryman to supply the plants for this year's crop. Mistakes and failures are fatal at this time, we must not take chances and buy something called plants just because they happen to be a little cheaper or a little nearer home. Our packing is perfect. No matter where situated plants should reach you in time, at the proper season—our prices are as cheap as the best plants can be grown and delivered to you.

### Once a Townsend Customer—always a Townsend Customer—WHY?

The first thought with us when we get a new customer is to try to please him better than he was ever pleased before. We begin by serving him with better plants than he was ever accustomed to. We give him prompter service than he is used to. We never allow a customer to make a mistake in getting the wrong varieties if we can help it. We are never too busy to sit down and write our customer

a letter advising him about his order. We try to give every customer a little more than he expects, (note what some of them say when writing us). We do not treat a customer in the above manner just when he is new but we try to give him better service every time he comes back.

### WHEN THE ORDER IS RECEIVED.

When an order is received, first it is handed to our manager. He reads the order and letter over (if accompanied by letter), fifty per cent. of the orders sent to us is left to the Manager's own way to fill, as he thinks best. Twenty-five per cent. of the orders state: if the varieties ordered are not suited for my section, please substitute something better. The Manager at once takes his pencil and crosses out any variety not suited; or if left entirely to him to make selections, makes out the order with our very best varieties for the particular section, adding a few more plants than the customer expected or paid for. The order goes at once to the Packing House, where it is booked for shipment on a certain day. The foreman there instructs the bookkeeper to add a few extras. Next the packer gets the order in hand to fill. He gives instructions for digging the order and preparing same for shipment. When plants are counted (after giving two or three plants over in each bundle) the packer finds he has a few bundles over, he places them in the shipment also, as he says no use to leave them over, we will make him feel good when the box is opened. So it goes; every one who has a crack at the order tries to do a little more than he is required to do in order to make the customer happy.

We have no favorites. Every customer is extended the same treatment whether the order is a dollar or a five hundred dollar order. In short we could not ask any one of our customers to give us more for our money than we give them, if our positions were reversed.

### A TOWNSEND EVER BEARING GARDEN PAYS

January 5th, 1992.

Our Townsend Ever Bearing Garden ordered last Spring done fine, had all the berries we could use and sold some to the neighbors.

(Signed) W. J. Roberts, Conn.

Fred Gold, Pa.  
December 27, 1921.

Plants I have bought of you have always been fine and am well pleased with your service. Never saw better plants than Ford and Big Lake.

(Signed) A. C. Waterman.

## CULTURAL DIRECTIONS

Strawberries will thrive in almost any soil that is not too dry or water-soaked, and no crop will respond more quickly to good cultivation than the Strawberry. Strawberries require a great deal of moisture, especially at fruiting time.

**PREPARING THE SOIL.**—Strawberries should follow some truck crop if possible. We do not recommend planting strawberries after an old sod has been turned under, too many grubs are likely to destroy the plants. All sod land should be plowed at least a year in advance and sowed to some vine crop and manured the fall or winter before planting to strawberries, and then thoroughly worked up in the spring, where it is possible; land that has been manured a year in advance makes the best strawberries. We do not recommend heavy application of manure immediately before planting, and under no circumstances do we recommend the use of commercial fertilizer directly, under the plants when set. The fertilizer is likely to cause the plants to die as soon as the sun gets hot. If fertilizer is to be used, broadcast on the land, thoroughly work in the land a few weeks before setting plants. The finer the condition of the soil at planting time the better for the crop. If land is hard and cloddy, better roll, also if very loose sandy, it is best to roll, as this rolling holds the moisture that is so much needed at this time.

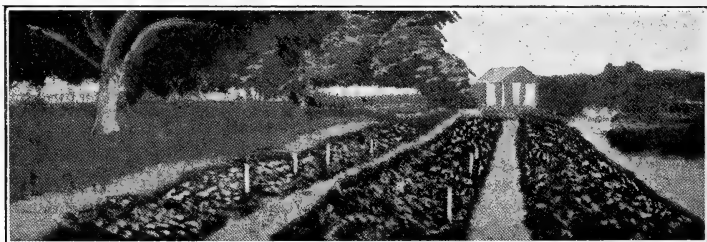
**TIME TO PLANT.**—The fall from November 1st to March 30th in the South plants may be set any time. In the Middle States, March and first half of April. In the North, as early in the Spring as the ground can be worked, the sooner the better. Northern customers should always order their plants shipped at least two weeks before they expect to set them

out. The plants should be healed in a V-shaped trench after they have been unpacked and untied, bunches opened and roots dipped in water. Cover with a board to shade the plants and they will keep several weeks and be in fine condition to plant when the proper day arrives. We ship most orders to the far North during the last half of April. But some of our wisest customers order plants shipped during August and September. We have as good plants at this time as any one in the business, but we cannot recommend the planting at this time, and do not see where the gain is in August planting in the North. Everbearing plants set in April will fruit just as quick as the August and September plants, and much less trouble and expense.

### SETTING PLANTS AND MARKING OUT THE ROWS.

After ground is in perfect condition mark rows out with any kind of light marker, that will not make too much of a sink in the ground.

**IF HILL SYSTEM.**—Mark rows 30 inches apart one way and fifteen inches the other and set plants in the check with a spade or trowel, being sure to get roots down straight and fan shaped, firming ground around plants hard with the hand or foot. Some customers write us they water the plants when setting them. Don't Do That! Nothing could be more injurious to the strawberry plant. Under this system, all runner plants are kept cut off and only the plant you set is allowed to grow. Plants grown this way grow to be very large and usually meet the 15 inch way, and produce more quarts of berries per acre than the latter named system. It is easy to grow one quart of berries per plant under this system.



**A COMMERCIAL TRIAL BED.** Every strawberry grower should have a trial plot, and test out in a small way all the new varieties. This is the way we find the **BEST** for our own soil.

## CULTURAL DIRECTIONS

(Continued)

Fruit will average twice as large and sell for more money in the markets. We recommend the hill system, as so many of our customers have reported such large yields from their fields.

**SINGLE HEDGE ROWS.**—Mark rows thirty inches one way, and set plants twenty inches apart and allow each plant to make about two to four plants. Some very fine berries can be grown this way.

**DOUBLE HEDGE ROWS.**—For double hedge rows, mark rows thirty-six inches one way, two rows of plants are set zig zag fashion, and each plant is allowed to make only a few plants. The object of the double hedge row is to get more fruit to the acre than by the single hedge row. The center of the bed is kept open so as to give the plants air and sun. This is one of the intensive systems and requires much more work than the other ways, and should not be practiced on a large scale.

**THE NARROW MATTED ROW.**—Mark rows forty inches apart one way, set plants eighteen to twenty-four inches apart and allow to grow

until row is as wide as desired and then keep down by cutting runners off the balance of the season. Usually ten inches is the desired width. This is probably the most common system of growing berries in the large commercial growing sections, where fancy fruit is not the particular object. Too many plants should never be allowed to mat in the bed as their growth is only at the expense of the former plants and when such crowding is allowed small berries and small yields may be expected. One acre grown in the proper way is worth at least two grown the wrong way. It takes a strong robust plant to make a productive plant. It must have plenty of room and moisture, if the roots are crowded moisture will be lacking. If one is not particular about neither quality or quantity, strawberries will generally grow with as little attention as any other crop. But we always contend that anything that is worth growing is worth growing right, and advise our customers to get all there is in it by using the proper methods. The large crops are produced when grown in hills and cultivated each way, one way with horse, if in commercial lots, and the narrow way with hoe or wheel hoe. If for garden purposes, plants may be



The above cut shows the Townsend way to handle plants when they are received and you are not ready to set plants for several days. Plants nicely heeled in can be kept for weeks.

## CULTURAL DIRECTIONS

(Continued)

set 12 x 24 inches and worked with wheel hoe and give the largest yield.

**MATING VARIETIES.** This paragraph should be especially noted by all.

Strawberry plants are divided into two sexes, male and female, or perfect and imperfect blossoms as the varieties are listed in our books. The perfect flowering sorts will produce as well without the imperfect flowering sorts, but should you plant all imperfect sorts, you would have indeed a very poor crop, if any crop at all. Most catalogue writers recommend planting perfect varieties of the same season, with the imperfect sorts, same rows of each, or two rows of perfect flowering to three or four imperfect and so on across the field or garden.

For best results we have found that where the most is to be gotten from an imperfect variety, (and indeed they are our very best producers when properly mated), is to set an imperfect variety between two different perfect varieties. On one side should be a perfect variety that opens blooms a few days in advance of the imperfect sort and on the other side a perfect sort that will continue to bloom until after the blooming of the imperfect sort. When a trio of this sort is set, you are sure of getting fertilization for all blooms of the imperfect sorts, hence the larger crop to be expected and more uniform shape berries. Let us illustrate. Commence by setting two rows of Dr. Burrill, four rows of Kellogg Prize, and two rows of Chesapeake, and continue across the patch in this manner. If other cultural methods are followed success is sure with the above varieties. We shall at all times be pleased to make the selections of the perfect sorts when imperfect varieties are wanted, for main crop.

### REMOVING BLOSSOMS (Very Important).

All strawberry plants whether standards or everbearing begin to blossom very soon after being set in the Spring, and these blossoms should be removed as soon as they are all open by cutting off the fruit stems with a sharp knife or shears. Nothing weakens a plant more than letting the fruit ripen on it when it is young.

It requires but a few hours to remove the blossoms from an acre and that will mean your success in growing a strong, healthy crop of plants that will prove fruitful the following crop.

Most of the everbearing sorts require the removing of blossoms about twice during the first season before berries should be allowed to ripen. Aside from this fact everbearing strawberries are given the same care

and cultivation as other standard varieties.

### CULTIVATING AND HOEING.

The Cultivators should start soon after plants are set and given often and shallow cultivation the entire growing season. Always remember the shallow cultivation, nothing is more injurious to a plant than deep cultivation. The light, shallow cultivation keeps a dust mulch around the plants which is so essential in dry weather, and the roots should never be disturbed by the hoe or cultivator.

**AS TO SPRAYING.**—This is left entirely to our customers. They can get better advice from their State Colleges than we can give; every locality has its own individual troubles with insects. (We are thankful that we have no plant insects on the Eastern Shore of Maryland). Neither do we have to mulch our plants in winter in order to save them from freezing. But in the very cold sections of the county where mulch is necessary, we recommend straw manure if possible, if not convenient, any kind of straw, Marsh grass, shredded corn stalks, may be used and removed in the early spring before new growth starts. This mulch should be raked off and left between the rows as a protector to the coming fruit crop. As to the length of time a strawberry bed should be allowed to stand depends on the care given to it. We have reports that beds have been kept up for six years and given bumper crops, sometimes producing more fruit the third and fourth year than the first season. Keeping up old patches requires a great deal of work, more so than renewing with a new bed at least every two years. Old beds are given practically the same care as new beds in first year. The ground must be kept constantly cultivated and all the weeds kept out.

Bone meal is about the only safe fertilizer to use when applied directly under the plants at time of setting—from 600 to 1000 lbs. per acre. This is a splendid fertilizer to start them off the first year.

A second application of fertilizer may be used during September, broadcasting all over the ground, brushing the fertilizer from the leaves of the plants as soon as applied. 200 lbs. Dried Blood, 200 lbs. Potash, 1600 lbs. Acid Phosphate, to the ton. Apply 1000 lbs. per acre. Or, 200 lbs. of Potash may be applied to a ton of bone meal, and applied at the rate of 1000 lbs. per acre. We do not recommend an application of fertilizer on the plants in the Spring as it usually starts too much growth at the expense of the fruit.

We shall be pleased to answer any other questions pertaining to the growing of strawberries not given in these cultural directions.

## NUMBER OF PLANTS REQUIRED TO SET AN ACRE AT A GIVEN DISTANCE APART.

Rows 24 inches apart plants 12 inch in row	20,000
Rows 30 inches apart plants 12 inch in row	17,000
Rows 36 inches apart plants 12 inch in row	14,000
Rows 42 inches apart plants 12 inch in row	12,000
Rows 36 inches apart plants 18 inch in row	9,500
Rows 42 inches apart plants 18 inch in row	8,000
Rows 48 inches apart plants 18 inch in row	7,000
Rows 48 inches apart plants 24 inch in row	7,000
Rows 48 inches apart plants 24 inch in row	5,500
Rows 24 inches apart plants 24 inch in row	11,000
Rows 30 inches apart plants 30 inch in row	7,000

For hill culture rows should be either 24 inches, 30 inches or 36 inches and plants set 12 inch in the row.

For matted row system rows should be either 42 inches or 48 inches and plants set 18 inch to 24 inch in row.

## PARCEL POST RATES ON STRAWBERRY PLANTS

- Zone 1 and 2—Figure 10c per 100 plants or less.
- Zone 3—Figure 15c per 100 plants.
- Zone 4—Figure 20c per 100 plants.
- Zone 5—Figure 25c per 100 plants.
- Zone 6—Figure 30c per 100 plants.
- Zone 7—Figure 30c per 100 plants.
- Zone 8—Figure 40c per 100 plants.

This table has been very carefully prepared and after filling hundreds of thousands of orders, and we believe it to be as correct as it is possible to get it. Plants do not all weigh the same when packed for shipment and no table could prove correct. We do not try to adjust small differences in postage. This rate will apply to all orders received to go by parcel post prepaid, and when not sufficient postage is remitted as per table above we will send plants C. O. D. postage, and return whatever amount you have sent us for postage.

3c will insure your order up to \$5.00.

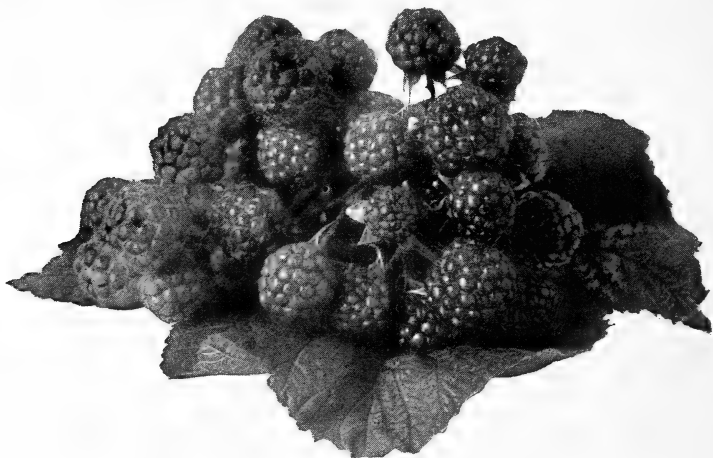
5c will insure your order up to \$10.00.

We use light ventilated crates and patented mailing cartons in shipping parcel post.

## More Praise For The Dr. Burrill

MR. GEO. WELCH, of Ind., writes he made a profit of \$1,815.00 per acre from Dr. Burrill on very poor soil.

MR. JOHN H. PALTZ, of Mass., says Dr. Burrill was my best berry the past season, netting me more than \$2,100.00 off three quarters of an acre.



GOLD DOLLAR

### GOLD DOLLAR (Yellow Raspberry)

We offered Gold Dollar Raspberry for the first time last year, and again say that we are proud to be able to offer to our customers such a valuable variety as the Gold Dollar.

We are only sorry that we have not more plants to offer you this time. We can only sell a few hundred plants again this season. We describe it as follows: Season earlier than any other raspberry, color that of a new gold dollar, size as large as Cuthbert. Productiveness is more productive than any other raspberry grown by us.

Habit of growth makes growth similar to the Black Cap varieties. New plants are made by tipping the runners same as with the Black Caps. Last but not least it is considered by all who have tasted the fruit to be far superior in quality to any other raspberry, and has an entirely distinct flavor from all others. It has a delicious flavor all its own. Gold Dollar will be sold only to parties signing the five-year agreement.

#### Plants Fine and All Grew

January 1st, 1922.

The Plants I purchased from you last year all grew nice, fine big plants, the only plants lost was due to cut worms, will order about 3000 more next spring.

(Signed) A. H. Henck, Penn.

#### Recommended us to His Neighbors

January 5th, 1922.

Plants ordered from you last year have done fine, many of my neighbors have wanted to buy some plants from me; have referred them all to you. A pleased customer.

(Signed) Harry P. Hanna, Penn.

#### From Old New Hampshire

January 6th, 1922.

Gents:—Please do not fail to send Catalogue to me this Spring; plants bought last year did fine; was very much pleased; were all fine plants and I recommended them to my neighbors.

(Signed) James A. Kendrick,

From Old N. H.





AUSTIN DEWAERRY

## *DEWBERRIES (or Blackberries)*

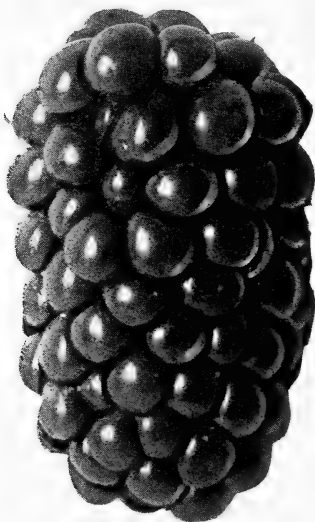
For several years we have been giving much attention to the growing of Dewberries (blackberries). We have now in our Nurseries more than 25 new varieties not yet introduced. We believe that the blackberry is the coming small fruit crop in many sections of the country.

### **AUS-LU (Dewberry)**

This is a cross between the Austin and Lucretia, has the habits of both these well-known varieties. Resembling the Austin more in plant growth. Size of fruit larger than Austin and is considered as firm as the Lucretia. Season very earliest to ripen with the Blackberry family. We feel sure that this variety will soon become a standard dewberry with the large growers. Quality--delicious, mild and sweet, with very few seeds. Fully as productive as Austin.

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**NO GARDEN COMPLETE WITHOUT A BED OF EVERBEARING STRAWBERRIES**



AUS-LU DEWBERRY

**Premier and Howard 17 One and the Same.**

Dreweys Bluff, Va., June 20th, 1922.

Dear Mr. Townsend:—You are right we have fruited Howard 17 and find it just the same in every way as Premier. I think Premier the best berry in the world. I picked from a small bed over \$500 worth of berries before a berry was ripe on the later sorts. Yours truly,

Fred Harry.

**Townsend's Plants Good for 15 years**

Alafia, Florida, May 1st, 1922.

E. W. Townsend & Sons. Gents:—For more than fifteen years I have been buying your plants in a small way every year. Getting them in February to set out to make plants from for my winter crop. I have never got a mixed plant in this time. And have never failed to get plants on time, and they always grew well and satisfactory in every way. I travel all over this part of Florida that is the strawberry section, and I find that your name is well spoken of wherever I go. With very best wishes to you and the sons. I am yours very truly,

Geo. E. Boesick.

**PAN-AMERICAN**

We introduced this variety last year, getting our stock of plants from a New Jersey grower, who claims that it came from South America. We have received great reports from this berry. One of our customers who looked them over this summer while in fruit pronounced them the greatest thing yet in the Blackberry world. It is a rank grower, particularly hardy and productive, and should be grown in rows at least ten feet wide and plants set six to eight feet apart. A single hill will produce from forty to fifty quarts of berries when the plants get fully grown. Fruit is medium to extra large, firm and good quality. Resembling Black Diamond in both fruit and foliage. Though the leaves show it to be a distinct variety from Black Diamond, season of ripening during July and August in the middle Atlantic States.

**AUSTIN (Dewberry)**

This variety is more largely grown on the Eastern Shore of Maryland and Delaware than any other variety. Season is very early. It produces its full crop in a very short time and is considered three times as valuable as the Lucretia. Size of fruit is large to extra large, flavor mild and sweet.

**LUCRETIA (Dewberry)**

This has been the standard dewberry for years in all parts of the country. But since the newer varieties, Lucretia has taken a back seat, excepting in the South, where it is planted mainly for its shipping quality. Season of ripening about ten days later than Austin or Aus-Lu.

## DELICIOUS (Dewberry)

The Delicious is a new dewberry, which we are introducing for the first time. It was sent to us from the South by one of our customers who had grown it for several years. He claimed it to be the only blackberry grown in that section that would stand long-distant shipping. It was found growing wild several years ago, taken up and given cultivation; it soon showed to be superior to all other varieties, not excepting Austin and Lucretia which were being grown in that section in a large way. It ripens a little later than Austin, fruit, large size, and firm, quality delicious. Is a hardy grower, and seems to stand the Spring frost better than most varieties. Don't fail to give this one a trial. Plants limited this year.

## CUTHBERTS (Red Raspberry)

One of the old standard sorts (not everbearing).

## ST. REGIS (Everbearing)

We consider this the best red raspberry on the market; it not only produces a big crop of the finest fruit in the early Summer, but continues to fruit all Summer and Fall on the new canes as fast as they mature.

## ERSKINE PARK (Everbearing Raspberry)

This one produces berries all Summer and late in the Fall. Fruit larger than St. Regis but not so much fruit in the Summer and Fall months; quality fine.



Putting the finishing touches to a field of Dr. Burrill, one of the leading standard varieties in all sections of the country.

### **PLUM FARMER (Black Cap Raspberry)**

We consider this one of the standard black raspberries to tie to.

### **CUMBERLAND RASPBERRY (Black)**

This is an old standard, and very prolific and good quality.

### **HONEY SWEET (Black Raspberry)**

This is about the same in every way as the Plum Farmer, though it is claimed by some to be much better.

### **CONCORD GRAPEVINES**

Three-year-old bearing age. We have carried over and transplanted for two years a large block of Concord just to supply our customers with the large bearing-size vines that they have been asking for for some time. These vines set out in April, or sooner, will produce an abundance of fine grapes this year. We consider Concord the best grape in the world. We have paid \$5.00 a piece for new varieties only to discard them in a few years. Stick to the old reliable CONCORD.

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NO HOME GARDEN IS COMPLETE WITHOUT A BED OF  
EVER-BEARING STRAWBERRIES

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A field of Premier, the best early strawberry in the world. We have more than 200 acres as good as the above illustration.

## ASPARAGUS A MONEY MAKING CROP

Next to small fruits Asparagus is the money crop. It is a crop that can be grown in all climates. Not a state in the Union but what can produce it in great quantities.

Asparagus is the first vegetable in the Spring to make its appearance, and always sells for big money early in the season. It is not unusual to net from \$200 to \$300 from an acre of well grown Asparagus. It is easy to grow and once started a bed is good for twenty years or more. No garden complete without it.

We have grown a very large acreage of Asparagus roots this year. The season has been ideal for its growth and we can furnish some very nice roots from four of the leading varieties. See price list page.

**GIANT ARGENTILE:**—One of the earliest and standard varieties.

**PALMETTO:**—One of the large-size varieties; season early.

**CONOVERS' COLLOSSAL:**—One of the great market sorts in all sections.

**WASHINGTON:**—This is a new rust-resistant variety that is being widely spoken of at this time. Stalks very large and bleached almost to the top. Season very early.

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### Another Pleased Customer

Grafton, Pa., April 8th, 1922.

Gents:—Your plants arrived here in excellent condition. They were planted at once, and in two or three days seemed to have grown that many inches. I am well pleased and you may refer to me at any time.

(Signed) W. M. H.

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### Townsend's Plants Broke the Record

Miamisburg, O., April 10th, 1922.

Gents:—I feel it my duty to write you a letter in reference to the nice order of plants you sent to me in March. I never saw as fine plants before, and out of the lot don't think that I have lost a plant. This breaks the record for this district, as other growers who bought elsewhere have lost a great many.

(Signed) F. H. Always a pleased customer.

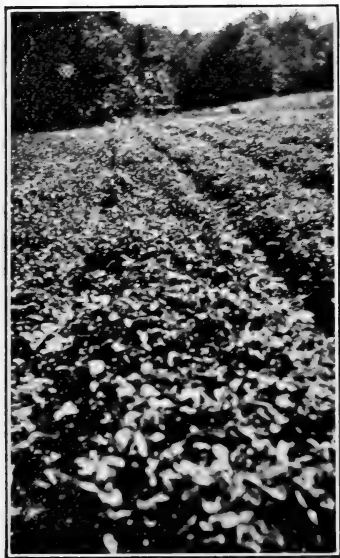
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### Fine Count and Fine Plants

Winchester, Va., April 16th, 1922.

Gents:—Plants came in fine shape and there was a very liberal count which was not necessary with such plants as you always send out. With very best wishes.

(Signed) Mrs. C. B. P.



Townsend's Plants growing in the field of  
J. W. Gibbs, Hartford County, Conn.



Our old friend and customer, Mr. Ralph B. Hill, of Conn. Mr. Hill is a great "Booster" for Townsends' Plants.

# Townsends' Strawberry Gardens

## Townsends' Big 4 Everbearing Garden

**400 Plants. Parcel Post paid for only \$10.00 and Win a Prize. Consists of 400 high-grade plants of the following varieties: 100 Lucky Boy, 100 Lucky Strike, 100 Champion, and 100 Perfection.**

Or the customer is allowed to pick any other variety from the list, either Everbearing or standard variety. This garden should begin to fruit in two months after plants are set and continue all Summer and Fall, and the following year from early Summer until late in the Fall. The varieties mentioned here are the cream of the Everbearing Strawberries. If for the extreme South, we would not send Lucky Boy or Lucky Strike, but send all Perfection or Perfection and Progressive. Catalogue price for this garden is \$10.00. We will send the 400 plants by parcel post, prepaid, for this amount—\$10.00. You save all the postage. Besides this we will give \$10.00 for the best photograph sent to us before October, 1923, taken from Townsend's Everbearing Garden. \$5.00 for the second best, and \$2.50 for the 3rd, and \$1.00 each for every photo received that we are able to use. Also \$10.00 for the customer reporting the largest number of quarts from this garden. All reports to be in not later than October 1st.

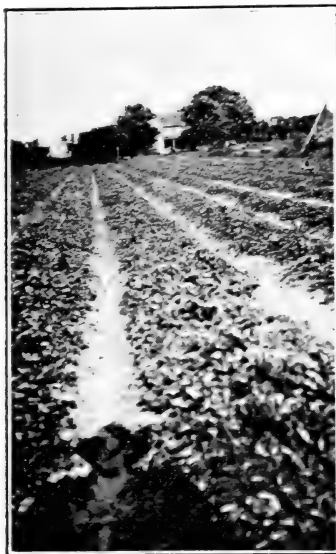
Townsend's

# Big 4

Standard Garden

400 Plants, Parcel Post  
prepaid for only \$5.00,  
and win a prize.

Consists of 300 Plants of our  
Famous Big Three, Premier,  
Ford, Big Late, and 100  
Dr. Burrill.



A small field of our hardy grown Eastern  
Sho' plants as grown by our old friend  
Thos. J. Nelson in Northern Mass.

This is a grand offer, as it consists of the very best varieties from extra early to very late in the season. Every berry is a fine delicious berry. This garden can be planted in any section with good results. Special delivered price, \$5.00. Besides, we will give \$10.00 for the best photograph from this garden sent to us before October 1st, 1923; \$5.00 for the second best; \$1.50 for third and \$1.00 each for every one we can use.

## TOWNSEND'S MIXED SMALL FRUIT GARDEN

Consists of the following high grade stock:

100 Everbearing Strawberries	-----	\$2.50
50 Early Strawberries	-----	.75
50 Late Strawberries	-----	.75
10 Aus-Lu Dewberries	-----	4.00
10 St. Regis Raspberry Everbearing	-----	1.00
10 Honey Sweet Black Raspberry	-----	2.00
10 Red Currants (bearing size)	-----	2.50
10 Gooseberry plants (bearing size)	-----	2.50

TOTAL CATALOGUE PRICE ----- \$16.00

Our Special Delivered price only \$15.00

## PRICE LIST OF GRAPE VINES, BLACKBERRIES, RASPBERRIES, ASPARAGUS, ETC.

### RASPBERRY PLANTS

	Each	10	100	1000
Gold Dollar -----	\$1.00	\$10.00		
Cuthbert -----	.15	1.00	4.00	\$25.00
St. Regis -----	.15	1.00	4.00	25.00
Erskine Park -----	.25	2.00		
Plum Farmer -----	.15	1.00	4.00	25.00
Cumberland -----	.15	1.00	4.00	25.00
Honey Sweet -----	.25	2.00	10.00	

### BLACKBERRY PLANTS

	Each	10	100	1000
Aus-Lu -----	\$ .50	\$4.00	\$25.00	
Pan-American -----	.50	4.00	25.00	
Delicious -----	.50	4.00	25.00	
Austin -----	.15	1.00	3.00	\$20.00
Lucretia -----	.15	1.00	3.00	20.00

### GOOSEBERRY

	Each	10	100	1000
Downings -----	\$ .30	\$2.50		

### CURRANTS

	Each	10	100	1000
Perfection -----	\$ .30	\$2.50		
London Market -----	.30	2.50		
Fay's -----	.30	2.50		
Red Cross -----	.30	2.50		
Wilder -----	.30	2.50		

### GRAPEVINES

	Each	10	100	1000
Concord, 3 yr. old -----	\$ .30	\$2.50	\$20.00	\$150.00
Concord, 2 yr. old -----	.20	1.75	15.00	100.00
Clinton, 3 yr. old -----	.30	2.50	15.00	
Moore's Early, 3 yr. old -----	.30	2.50	20.00	150.00
Niagara, 2 yr. old -----	.30	2.50	20.00	150.00
Brighton, 2 yr. old -----	.30	2.50	20.00	

### ASPARAGUS ROOTS

	Each	10	100	1000
Giant Argentile -----	\$ .10	\$ .75	\$2.00	\$12.50
Palmetto -----	.10	.75	2.00	12.50
Conover's Colossal -----	.10	.75	2.00	12.50
Washington -----	.20	1.00	4.00	25.00

If customer desires Raspberry, Dewberry, Gooseberry, Currants, Btc., sent by Parcel Post Prepaid, please add 2c extra for each plant.





A Townsend Strawberry Garden grown in York Co., Me., by T. J. Roberts.

#### Glad to Recommend Townsend's Plants

January 6th, 1922.

I am writing about the Plants you sent me last Spring. Never saw as fine a plants in my life, and nearly every one grew. Am well pleased and glad to recommend Townsend's Plants as A No. 1.

(Signed) James D. Law, Ohio.

#### Townsend's Plants 100 Per Cent. Better

Council Bluffs, Iowa, July 12, 1922.

Gentlemen:—It certainly gives me pleasure to report the results with your plants again this summer. I bought 2000 Premier plants from you which cost me \$17.00 (delivered). I bought same amount from a Michigan nursery that cost me \$24.00 delivered. I stated to you when plants arrived that your plants beat the others 100 per cent. in looks.

Now after fruiting them both you win just as much in fruit as in plants. I picked twice as many berries from your 2000 plants as from the 2000 I got from Michigan. I do not think that I ever lost a plant from yours. Every plant was a large, strong, well-rooted, plant. The others were nothing but culls compared with Townsend's. You can bet I am stung my last time.

F. B. C.

#### THE RURAL NEW YORKER, 333 West 30th Street, New York.

June 2, 1921.

E. W. Townsend & Son,

My Dear Mr. Townsend:— I think you may be interested in the nice report we received from your customer, Oliver E. Woodmacy, of Randolph, N. J., which reads as follows: "I want to mention the honesty and courteous treatment we received by the Townsend Company, strawberry shippers. In March I sent to them and they made a mistake and sent to the wrong address. By the time they arrived here two weeks later they were a worthless lot of plants. I wrote them and promptly they sent another lot of splendid plants."

I trust the plant season has proved a good one for you, and remain with best wishes. Very sincerely yours,

The R. N. Y.

W. F. D.

WM. F. DILLON.

#### More than Pleased with Plants and Service

January, 6, 1922.

Plants received last Spring was nice large plants and were healthy; never lost a plant. Plants came quick after ordering.

Thanks for such plants and service.



A snapshot view of a block of Champion Everbearing Strawberries. Photo Oct. 20.

# 1922 PRICE LIST 1923

## Of TOWNSENDS' High-Grade STRAWBERRY PLANTS

EVERBEARING VARIETIES		EXTRA EARLY VARIETIES	
	1,000		1,000
Champion .....	\$20.00	Premier .....	\$ 6.00
Perfection .....	20.00	Missionary .....	4.00
Lucky Boy .....	20.00	Early Jersey Gt.....	8.00
Lucky Strike .....	20.00	Early Ozark .....	8.00
Americus .....	20.00	Horsey .....	8.00
Never Fail .....	10.00	Howard 17 .....	6.00
Progressive .....	10.00	Lady Corneilie .....	6.00
Superb .....	10.00	Climax .....	8.00

MID-SEASON VARIETIES		LATE TO VERY LATE VARIETIES	
Dr. Burrill .....	\$ 4.00	Ford .....	\$ 6.00
Sen. Dunlap .....	4.00	Big-Late (Townsend's) .....	6.00
Klondyke .....	4.00	Chesapeake .....	8.00
Myers No. 1 .....	5.00	Kellogg's Marvel .....	10.00
Collins .....	6.00	Lupton .....	6.00
Haverland .....	5.00	Sample .....	5.00
Glen Mary .....	6.00	Gandy .....	6.00
Gibson .....	5.00	Aroma .....	5.00
Tenn. Prolific .....	6.00	Big Joe (Joe Johnson).....	5.00
Kellogg's Delicious .....	10.00	Pres. Harding .....	10.00
Wm. Belt .....	6.00	Bushel Basket .....	10.00
Kellogg's Big Wonder.....	6.00	World's Wonder .....	10.00
Eaton's (Extra fine).....	10.00	Mascot (in 100 lots).....	10.00
Paul Jones .....	6.00	Stevens Late Champion.....	6.00

### PRICES FOR LESS THAN A 1000 PLANTS

	\$4.00	\$5.00	\$6.00	\$8.00	\$10.00	\$20.00
25 plants	.35	.40	.45	.65	.75	1.50
50 plants	.55	.60	.70	.85	1.00	2.00
75 plants	.75	.80	1.00	1.20	1.50	3.00
100 plants	.90	1.00	1.25	1.50	1.75	3.50
150 plants	1.10	1.25	1.60	1.75	2.15	4.30
200 plants	1.40	1.50	1.90	2.00	2.50	5.00
250 plants	1.55	1.75	2.20	2.40	3.00	6.00
300 plants	1.70	2.00	2.50	2.75	3.50	7.00
350 plants	1.90	2.25	2.75	3.15	4.00	8.00
400 plants	2.10	2.50	3.00	3.50	4.50	9.00
450 plants	2.30	2.75	3.25	4.00	5.00	10.00
500 plants	2.50	3.00	3.50	4.50	5.50	11.00

When ordering plants from this price list please note that each variety must be added separate For instance—Two or more varieties cannot be added together in order to make a cheaper rate. 300 Ford will cost \$2.50 at \$6 per 1000. But 100 Premier, 100 Ford and 100 Big Late will cost three times the 100 rate or \$3.75. If our customers will note this, it will save any delays at the time order is received.

# Instructions to Purchasers

**Order Early.** It is never wise to put off ordering your plants and seed until you are ready to plant them. Many of our customers order as soon as the catalog is received. They are always the lucky ones.

**How To Remit.** By Money Order, Registered Letter, Bank Draft; Checks from our old customers. **LIBERTY BONDS ACCEPTED** at 5 per cent. above par. We allow you \$52.50 for a \$50.00 Bond. \$105.00 for \$100.00 Bond, in exchange for plants. Be sure to register your Bond when mailing it to us.

**Time of Shipment.** We commence to ship plants in October and continue all winter and spring until May 15th. We do not advise summer and early fall planting of strawberry plants. If our customers insist on plants during September we will ship them at their risk at double the catalog price. We advise January, February and March planting for California, Texas and the South; April is the best for the balance of the country.

**Eastern Grown Plants.** It is a known fact that we grow here on the Eastern Shore of Maryland, the hardiest nursery stock grown in the country. More than half of the strawberries grown in the North are grown from Maryland plants. There are two advantages in using our plants. 1st--You get the hardiest plants possible to grow. 2nd--You can get our plants shipped to you when you need them to set out and do not have to wait on a Northern Nursery for plants until it is too late in season. We advise our Northern friends to have plants shipped out two weeks before they are to be set, so as to have plants on hand when it is convenient to set them.

**On Receipt of Plants.** On arrival keep plants from Sun and Wind, if not ready to set the plants at once it is best to open box and dip roots in water, repack or trench them in a V-shaped trench, packing soil around the roots and cover with straw, keep sprinkled. We have kept plants in good condition for two months in this way.

**Twenty-Five to Bundle.** We tie all plants 25 to a bundle; we do not sell less than 25 plants unless it is a new variety for testing.

**Our Packing the Best.** We use light ventilated crates and patented cartons for Parcel Post and Express shipments, using plenty damp moss. We make no charge for packages.

**At Purchasers Risk.** All plants shipped after May 1st is at purchasers risk.

**True-To-Name.** While we use every means to have our plants true-to-name (and we believe that we come as near doing this as anyone in the business), we will not be responsible for any sum greater than the stock should any prove otherwise than as represented.

**Guarantee.** That we deliver to the transportation Co. in good order any order intrusted to our care. Having them sign two copies of Receipt, one of which will be mailed you day shipment is made. As we have no further control over shipment after it leaves our hands, our responsibility ceases on delivery in good order to the Carriers. Any claims for damages for delays should be made at point of delivery. If plants are delayed in transit, always examine at Office, and if found damaged by the delay, refuse same and notify us at once. Or if you accept the plants have the agent make notation on your Express bill of the condition. Unless you do this you cannot make collection of claim.

**C. O. D.** We do not make C.O.D. shipments unless at least 25 per cent. of order is in cash. We do not pay transportation charges on any C.O.D. shipments and do not recommend shipments made this way.



## *The Famous BIG JOE*

(Joe Johnson)

For more than twenty years Big Joe has been a leader as a late Standard variety. Has a record of producing 20,000 quarts per acre. Fruit extra large, bright red, which always bring top prices on any market. Quality the very best, for either home use or commercial purpose. Grows well on any soil, in all sections of the country.

*For Prices see page 36.*